

## **Museum and Cultural Advisory Board - Meeting Minutes**

The Museum and Cultural Advisory Board met in a regular meeting at the Arts and Cultural Division Office, 200 South Center Street, on February 12, 2003.

### **Members Present:**

Jim Britton	Maureen Chaisson-Stewart
Carmen de Novais	Kimberly Grace
John Hohmann	Donna Logsdon
Emily O'Dwyer	Elizabeth Reeb
Chris Rhodes	Laurent Teichman

### **Members Absent:**

Kent Layton (excused)

### **Guests Present:**

Joe Tyler  
Jared Langkilde

### **Staff Present:**

Nancy Wolter	Kate O'Mara
Julia DeHesus	Rob Schultz
Gerry Fathauer	Randy Vogel
Laura Brown	Angelica Docog
Barbara Meyerson	
Gerri Green	Jean Kaminski

### **Meeting Called to Order**

Maureen Chaisson-Stewart, Chair, called the meeting to order at 3:33 p.m.

### **Approval of Minutes**

Laurent Teichman made a motion, Jim Britton seconded, and the January 8, minutes were unanimously approved.

### **Public Comments**

Gerry Fathauer introduced and welcomed Jean Kaminski, new Administrative Assistant for Arts and Cultural Division office.

### **Consider Approval of Public Art Artist for Falcon Field Airport Terminal – Kate O'Mara**

Kate O'Mara stated that 62 artists responded to the "Request for Qualifications." This represented the most interest in a City project in the Program's history. Seated on the selection panel were Chris Rhodes, Chair; Steven Rao, Architect; Mark Meyers, Airport Director; Anne Alger, Public Art Project Coordinator with the Phoenix Arts Commission, specializing in aviation projects; and Chuck Dingman, community representative and employee of nearby Sunshine Acres Children's Home. On Wednesday, January 29 the committee short-listed five artists for interviews. Gordon Huether, California; BJ Katz, Chandler; Gregg LeFevre, New York, Thomas Sayre, North Carolina; and Tom Strich, Tempe. These artists were interviewed Thursday, February 6. The panel recommended Gordon Huether of California.

Chris Rhodes stated that the panel was overwhelmed at the amount of interest in this project. The panel's main reasons for recommending Gordon Huether were his diversity as an artist, team player qualities, and an ability to speak in public.

Maureen Chaisson-Stewart moved, Donna Logsdon seconded, and the Board unanimously approved Gordon Huether as the artist for the Falcon Field Airport Terminal public art project.

### **Consider Approval of the Mesa Community College Rose Garden Passenger Shelter Preliminary Design Proposal – Kate O'Mara**

Artist Joe Tyler, presented his models of the preliminary design for the Rose Garden Passenger Shelter and Pergola.

The Rose Garden Committee and College have previewed Mr. Tyler's design and unanimously endorse it. The City's Engineering Department has also reviewed the design to assure feasibility and constructibility. Joe Tyler is also the artist creating the passenger shelter at Alma School and Southern. The Mesa City Council approved the passenger shelter design on April 11, 2002.

Jared Langkilde, Community Relations liaison to the Office of the President of Mesa Community College, stated the Rosarians, who at first opposed their rose garden being disturbed, are now extremely pleased and excited seeing Joe Tyler's design ideas. Everyone at Mesa Community College and the Rose Society see it as an opportunity for a grand entrance to the north side of the campus.

The budget for this artist-designed shelter is estimated to be approximately \$34,000, which is comparable to the other artist-designed shelters within the City. The City Transportation Department will pay approximately \$26,000; Mesa Community College has offered \$3,000 toward the project and public art funds will cover the remaining \$5,000. There is a tentative offer from the Arizona Federation of Garden Clubs to contribute \$6,000 toward the benches in the Pergola and the Shelter. Joe Tyler's preliminary concept is currently within budget.

Kimberly Grace moved, Carmen de Novais seconded, and the Board unanimously approved Joe Tyler's preliminary design proposal.

### **Consider Approval of Mini-Grant Requests – Nancy Wolter**

The Grants Committee was comprised of Chris Rhodes, Jim Britton and Kent Layton. Carmen de Novais substituted for Kent Layton who was not available at this time. Criteria for Mini-Grant funding is as follows:

- Is the program of high artistic quality?
- Is the program well planned?
- Is the budget appropriate for the project?
- Does the program serve a need in the community it serves?

Available funding for the FY 2002-03 is \$13,400. There are two Mini-Grant funding deadlines: September 16, 2002 and February 3, 2003. At the September 16, 2002 deadline, ten applicants applied for \$14,000 in funding, and six were awarded grants totaling \$8,600.

Six applicants requested a total of \$8,000 at the February 3, 2003 deadline. Recommendations for funding are:

1. Emerson Elementary – for an artist in residency with Japanese drummer Esther Vandecar – recommendation \$1,300.
2. Filipiniana Cultural Dance Group of Arizona – for a Philippine Cultural Arts Experience at Entz Elementary School – recommendation \$1,000.
3. Friends of Eastside Ballet and Jazz Ensemble – for project support for their ballet, *Fiestiva*, and for free performances at various sites – recommendation \$1,000.
4. A&A Cottages – for workshops with artist/musician Keith Johnson – recommendation \$900.
5. Mesa Senior Center – for a diversity program that includes guest speakers – recommendation \$600.
6. Stevenson Elementary School – funds requested to start an archeological site. The Grants Committee felt the applicant was not specific in detailing the type of education program so essential in beginning a project of this kind. They declined a recommendation of funds.

The approval of these recommendations will deplete the funds for Mini-Grants in FY 2002-2003.

Carmen de Novais moved, Kimberly Grace seconded, and the Board unanimously approved the distribution of the recommended funds.

Nancy Wolter distributed the MCAB Community Aid Grant request packets to all MCAB Members. Ms. Wolter asked the members to fill out the review sheets pertaining to the groups assigned to them for review by March 1.

### **Consider Approval of Revised Arizona Museum for Youth Admission Fees – Barbara Meyerson**

Barbara Meyerson, Museum Administrator, stated the Museum's fees are reviewed annually. There has not been a change in fees since October of 1999. Concurrent with the long awaited, reopening of the expanded Arizona Museum for Youth, the Arizona Museum for Youth is proposing increasing the Museum's admission fee to \$3.50 per person and continuing the requirement that children under the age of 12, (their primary audience), must be accompanied by an admission-paying adult. This would bring the minimum fee of one adult and one child to \$7.00.

This 40% increase in admission fees would result in an increase in revenue of \$60,000 (based upon an average of 60,000 visitors annually).

The Arizona Museum for Youth Friends, Inc. will continue to solicit private and corporate donations to underwrite the admission fees for children who cannot afford to participate.

Ms. Meyerson stated that the Museum would go to a wristband type of admission. With the gallery split between Artville and the main gallery, this will assist in children who may go in one direction and adults in another. To leave, child and adult wristbands must match up to ensure the right child leaves with the right adult. Ms. Meyerson said the expense for the wristbands would come from the Museum's operating budget. She expects the expense to be minimal.

Carmen de Novais moved, Donna Logsdon seconded, and the Board unanimously approved the increase of admission fees for the Arizona Museum for Youth.

### **Diversity Committee Report**

- Gerry Fathauer stated the Diversity Committee, with Carmen de Novais, Molly O'Dwyer and Maureen Chaisson-Stewart, met to discuss the qualifications they will be looking for in an applicant. The committee reviewed applications of those who weren't appointed last year. A consideration, not requirement, they are looking for is diversity. Ms. Fathauer stated there has never been an African American on the Board. They are also looking for more diversity among district representatives. Ms. Fathauer said they will be meeting again on February 28, and if anyone had a recommendation, she asked they submit the name to a committee member prior to that date.

### **Staff Reports**

#### Arizona Museum for Youth -- Barbara Meyerson

- With forecasted rain, there was a mass rush to ensure the roof repair was watertight. It is.
- Construction is moving along on schedule and on budget. They hope to take possession in March and are planning for a late fall date to open.

#### New Mesa Arts Center -- Randy Vogel

- Mr. Vogel reported the 2003 Arts Market Survey is being completed. All constituents were surveyed and their data used to complete the report. It appears a 20-30 minute drive time is key.
- Construction is currently on schedule and budget. Fly Towers are being constructed. Castellated steel is being installed in the South Studio Building and getting ready for the second floor.

#### Mesa Southwest Museum -- Angelica Docog

- Gerry Fathauer introduced the new Acting Museum Administrator, Angelica Docog.
- Ms. Docog reported that the new courtyard just opened. She stated that it is beautiful and invited all to visit.
- The talents of in-house staff and volunteers did 90% of the work on the new courtyard.
- "Fun and Games of Long Ago" held at the Sirrine House was a great success.
- "Sharkabet: A Sea of Sharks from A to Z" is now on exhibit.
- The School Program is booked through the end of May.
- Coming soon to the Mesa Southwest Museum, is "Cretaceous Cabaret." There will be three performances only: Saturday, February 22, Saturday, March 22 and Saturday, April 26.

#### Mesa Arts Center/Mesa Contemporary Arts -- Rob Schultz

- Sister City Representatives in British Columbia and Mexico will be coming to Mesa. Randy Vogel will give them a PowerPoint presentation on the new Mesa Arts Center.
- "Art on the Move" is taking shape for next year. The event is planned for November 8, 2003.
- "Out to Lunch" is taking place every Tuesday from 12:00 – 1:00 PM.
- "Terribly Tall Tales" continues every Saturday at the Dobson Ranch Branch Library.
- "Littlejim" will open at the Mesa Theatre on February 21 and run through March 9.

- Several Mesa Arts Center and Division staff attended the Arizona Arts Congress on February 10, at the State Capital. The purpose was to show support for the Arizonan Commission on the Arts. Over 600 people attended.

#### Public Art Program – Kate O'Mara

- Kate O'Mara distributed the Public Art Projects Status Report.

#### **Director's Report – Gerry Fathauer**

Gerry Fathauer asked for a volunteer to cut the ribbon to display a new art exhibit of the L. Ron Hubbard Foundation. Maureen Chaisson-Stewart agreed to do the honors.

+ Maureen Ch-Stew and

John Hohmann met with Senator Marilyn Jarrett. Senator Jarrett was receptive and supportive of the arts and laid out a blueprint for continued support of the arts.

Gerry Fathauer distributed a "hot-off-the press" pamphlet on "The Economic Impact of Valley Nonprofit Arts Organizations and Their Audiences." This pamphlet is a tool to show the impact the arts make in the community.

#### **Information – Meetings and Events Attended – Board Members**

Jim Britton, liaison to Mesa City Band and the Mesa Historical Museum, reported he attended an excellent band performance in Apache Junction.

Elizabeth Reeb attended an outstanding performance of the Mesa Symphony Orchestra at the Mesa Amphitheatre.

Kimberly Grace and Molly O'Dwyer attended performances of the Southwest Shakespeare Company's production of "*Comedy of Errors*." Ms. Grace commented on how professional the company has become over the years.

John Hohmann encouraged everyone to take in the Mesa Southwest Museum's upcoming production of "*The Puccini Cabaret*," a one-hour children's theater musical that will have everyone clapping their hands and tapping their toes.

There being no further business, the meeting was adjourned at 5:05 p.m.

Respectfully submitted,



Gerry Fathauer, Director  
Arts and Cultural Division

GF/jk



## Museum and Cultural Advisory Board Report

Agenda Item:

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Date: February 12, 2003  
From: Gerry Fathauer  
Subject: MCC Rose Garden Passenger  
Shelter Preliminary Design Proposal

### Purpose

The purpose of this report is to provide information regarding the preliminary design proposal by artist Joe Tyler for the passenger shelter at the Mesa Community College Rose Garden and ask the Museum and Cultural Advisory Board to consider a motion recommending approval of his preliminary concept so he can proceed with the project.

### Background

Per the City's Public Art Resolution for spending under \$10,000 public art dollars, the Community Services Manager approved Mr. Tyler and the budget for this project on March 22, 2002. Mr. Tyler has been consulting with City staff, appropriate personnel from MCC and representatives from the Rose Garden Committee to create a site-specific passenger shelter at the City's bus pullout on campus near the rose garden.

### Discussion

The Rose Garden Committee and the College have previewed Mr. Tyler's design and unanimously endorse it. The City's Engineering Department has also reviewed the design to assure feasibility and constructibility. Mr. Tyler will be present at Wednesday's meeting to present his concept and solicit comments and feedback from the Museum and Cultural Advisory Board in order to proceed with the project.

It should be noted that Mr. Tyler is also the artist creating the passenger shelter at Alma School and Southern, the design for which was approved by the Mesa City Council on April 11, 2002.

### Financial Impact

The budget for this artist-designed shelter is estimated to be approximately \$34,000, which is comparable to the other artist-designed shelters within the City. The City's Transportation Department will pay approximately \$26,000, MCC has offered to pay \$3,000 towards the project and public art funds in the amount of \$5,000 will cover the remainder. Mr. Tyler's preliminary concept is within this budget at this stage.

### Recommendation

It is recommended that Mr. Tyler's preliminary concept be approved to allow him to further develop his design.

  
Prepared by:

Kate O'Mara

Public Art Coordinator



## Museum and Cultural Advisory Board Report

Agenda Item:

Date: February 6, 2003

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From: Gerry Fathauer

Subject: Mini-Grant Report

### Purpose

The purpose of the report is to provide the Board with recommendations on Arts and Cultural Mini-Grant funding based on the review of the grant applications by the Grants Committee of the Museum and Cultural Advisory Board. The committee met February 6, 2003, to review six Mini-Grants submitted for funding at the February 3, 2003 deadline.

### Background

There are two Mini-Grant funding deadlines: September 16, 2002 and February 3, 2003. Budget available for FY 2002-03 is \$13,400. Each Mini-Grant applicant may request up to \$1,500. At the September 16 deadline, ten applicants applied for \$14,000 in funding, and six were awarded grants totaling \$8,600. This left **\$4,800** available for grant awards at this deadline.

Six applicants requested a total of \$8,000 at the February 3 deadline. Recommendations for funding, in order of preference, are as follows:

1. Emerson Elementary – for an artist residency with Japanese drummer Esther Vandecar (\$1,300).
2. Filipiniana Cultural Dance Group of Arizona – for a Philippine Cultural Arts Experience at Entz Elementary School (\$1,000).
3. Friends of Eastside Ballet and Jazz Ensemble – for project support for their ballet, *Festiva*, and for free performances at various sites (\$1,000).
4. A&A Cottages – for workshops with artist/musician Keith Johnson (\$900).
5. Mesa Senior Center – for a diversity program that includes guest speakers (\$600).

Not recommended for funding:

- Stevenson Elementary School – funds requested to start an archeological site.

The Grants Committee of the Museum and Cultural Advisory Board is comprised of Chris Rhodes, Jim Britton and Kent Layton. Carmen de Novais substituted for Kent Layton, who was not available to meet at this time. Their purpose is to review the grant requests and make recommendations to the full Board.

The purpose of Mini-Grant funding is to encourage and integrate the arts in non-traditional settings and to provide seed money for new projects.

### Discussion

Criteria for Mini-Grant funding is as follows:

- Is the program of high artistic quality?
- Is the program well planned?
- Is the budget appropriate for the project?
- Does the program serve a need in the community it serves?

*Community and  
Grant Applications*

Of the following organizations applying for Mini-Grant funding, the Grants Committee ranked the following requests and made these recommendations:

GRANT PROJECT	AMOUNT REQUESTED	RECOMMENDED
<p><b>1. Emerson Elementary School</b>  c/o Ann Myers  415 N. Westwood, Mesa, AZ 85201  480/472-4739 / aemyers@mpsaz.org</p> <p>Esther Vandecar will introduce the art and discipline of Japanese drumming. The mini-residency begins on May 9 and ends on May 23, which includes nine days of instruction and ends with two concerts. This will give students an opportunity to play and learn the rhythms of the taiko drum. Twenty classes (kindergarten and 3rd through 6th grade – approximately 500 students) will each spend 40 minutes with the artist.</p> <p><b>Comments:</b>  This is a very well-written grant that is well-articulated and shows good organization. Emerson School's artist residency program was initially funded by the City of Mesa's Arts and Cultural Mini-Grants and has grown since then. The students have had concentrated exposures to the music and cultures of China, Brazil, Africa, and native America. The program requested will provide instruction in Japanese drumming. The school's test scores reflect higher grades in math and reading, and teachers feel the arts have played a significant role.</p>	\$1,500.00	\$1,300.00
<p><b>2. Filipiniana Cultural Dance Group of Arizona</b>  c/o Pilar Packer  4600 E. Ocotillo, Paradise Valley, AZ 85253  480/830-4762 / FilipinianaAZ@aol.com</p> <p>"Philippine Cultural Arts Experience," featuring first generation Filipino-Americans and their children/grandchildren involved in Filipino cultural dancing, will be held at Entz Elementary School. Kindergarten to 6th graders will take turns going to the multi-media center to browse through their display from April 21 to 24. On April 25, students will be treated to a 40-minute dance show at the multi-purpose room and a Philippine food tasting.</p> <p><b>Comments:</b>  This is an important cultural group and adds much to the community. The group needs to seek funding from the school's PTO to broaden its base.</p>	\$1,500.00	\$1,000.00

GRANT PROJECT	AMOUNT REQUESTED	RECOMMENDED
<p><b>3. Friends of Eastside Ballet &amp; Jazz Ensemble</b>  c/o Connie Stine Molde  23 S. Morris St., Mesa, AZ 85210  480/827-9895 / eastsideballet@juno.com</p> <p>The company is asking for funds to present its new original ballet, <i>Festiva</i>, and to help support their 40-minute children's ballet, <i>The Piped Piper</i>. Performances will be at Red Mountain High School, Chandler Center for the Arts, Mesa Senior Center and Red Mountain Multi-Generational Center.</p> <p><b>Comments:</b>  The organization did a good job detailing their program. The grant was solid and well-organized.</p>	\$1,500.00	\$1,000.00
<p><b>4. A&amp;A Cottages</b>  c/o Christine Stanley  P.O. Box 2992, Mesa, AZ 85214  480/792-0265 x203 / Christine@aacottages.org</p> <p>Project asks for funds to bring in artist/musician Keith Johnson, who will spend an hour each Friday between February 7 and June 27 at the group home, teaching the girls who are housed there. The home offers foster care for girls 11 to 18 years of age who come from abused or neglected backgrounds.</p> <p><b>Comments:</b>  The choice of artist Keith Johnson is excellent and there is no doubt he will work very well with this population. However, the budget was not well developed and could have included funding from other sources to pay for a program of this kind.</p>	\$1,500.00	\$900.00
<p><b>5. Mesa Senior Center</b>  c/o Dan Taylor  247 N. Macdonald, Mesa, AZ 85201  480/964-9014 / shirleymc@mindspring.com  (Shirley Schneider, Center Mgr.)</p> <p>The project asks for funds to help with a diversity program that would include interactive communication; shared, hands-on introductions to art; music; and food of participating groups. Seven guest artist groups from various cultures, including Chinese, Hispanic and Native-American will be presented. This will introduce diversity into the senior population and provide an atmosphere of reaching out to minority elders, where diverse cultures can find like counterparts and feel comfortable together.</p> <p><b>Comments:</b>  While the grant detailed an array of possible guest speakers and programs, it did not specify actual programs, dates, or guest artists. There was just not enough information on what actually will take place. Partial funding reflects funds for potential guest artists.</p>	\$1,000.00	\$600.00



GRANT PROJECT	AMOUNT REQUESTED	RECOMMENDED
<b>6. Stevenson Elementary School</b> c/o J. Joseph Pearl 638 S. 96th St., Mesa, AZ 85208-3099 480/472-9072 / jjpearl@mpsaz.org  Grant asks for funds to help start an Archeological Site, open throughout the year. About 12 to 15 students will be involved in the dig, which will bring in guest speakers and presenters.  <b>Comments:</b> The applicant was not specific in detailing the type of education program so essential in beginning a project of this kind. It needs a study plan showing the goals and direction for the Archeological Site as well as how it will comply with scientific and ethics standards in the field.	<b>\$1,000.00</b>	<b>None</b>
<b>TOTAL REQUESTS/RECOMMENDED</b>	<b>\$8,000.00</b>	<b>\$4,800.00</b>

### Alternatives

The Board may choose not to accept any or all of the Grants Committee's recommendations.

### Financial Impact


Grant requests recommended total \$4,800, using all the remaining Mini-Grant funds for this fiscal year.

### Recommendation

The Grants Committee asks the Museum and Cultural Advisory Board to accept its recommendations. The grant requests reflect quality and diversity.



Prepared by  
Nancy Wolter  
Development Officer

	<p style="text-align: center;"><b>Museum and Cultural Advisory Board Report</b></p> <p>Date: February 12, 2003 From: Gerry Fathauer Subject: Fee Increase – Arizona Museum for Youth</p>	<p style="text-align: center;">Agenda Item:</p> <p style="text-align: center;">6</p>
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### **Purpose**

To review the admission fee structure at the Arizona Museum for Youth within the context of its peer organizations and consider readjustment.

### **Background**

The Arizona Museum for Youth's admission fee is an outgrowth of its educational philosophy to promote intergenerational learning and interaction. ALL children under the age of 12 (our primary audience) MUST be accompanied by an admission-paying adult.

The Museum's fees are reviewed annually. The current rate of \$2.50 per person (minimum admission rate required by one adult and one child is \$5.00) has not changed since October of 1999. (The per person charge is the same for group tours.)

### **Discussion**

A snapshot of some of the Museum's peer organizations reveals the following admission fees:

#### **The Drawing Board**

##### **Phoenix**

Adults - \$7.00  
Children - \$5.00  
Plus cost of items

#### **Tucson Children's Museum**

##### **Tucson**

Adults - \$5.50  
Children - \$3.00

#### **Challenger Space Center**

##### **Peoria**

Adults - \$4.00  
Children - \$3.00

#### **Mesa Southwest Museum**

##### **Mesa**

Adults - \$6.00  
Children - \$3.00  
Students over 13 w/ID - \$5.00

**Heard Museum****Phoenix**

Adults - \$7.00

Children - \$3.00

**Arizona Science Center****Phoenix**

Adults - \$9.00

Children - \$7.00

Planetarium and film extra

**Phoenix Art Museum****Phoenix**

Adults - \$7.00

Children - \$2.00

El Greco to Picasso admission fees are higher**The Phoenix Zoo****Phoenix**

Adults - \$12.00

Children - \$5.00

**Makutu's Island****Chandler**

Adults - \$3.00

Children - \$6.00

**Children's Museum of Stockton****Stockton, California**

Adults - \$4.00

Children - \$4.00

**Alternatives**

1. No change in current admission fee.
2. Concurrent with the long awaited, reopening of the expanded Arizona Museum for Youth, we are proposing increasing the Museum's admission fee to \$3.50 per person and continuing the requirement that children must be accompanied by an admission-paying adult. This brings the minimum fee of one adult and one child to \$7.00.

**Financial Impact**

This 40% increase in admission fees would result in an increase in revenue of \$60,000 (based upon an average of 60,000 visitors annually).

The Arizona Museum for Youth Friends, Inc. will continue to solicit private and corporate donations to underwrite the admission fees for those children who cannot afford to participate.

## **Recommendation**

Approval of a 40% increase in admission fees at the Arizona Museum for Youth, changing the current \$2.50 per person fee to \$3.50 per person.

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Prepared by:

(Barbara Meyerson)

(Youth Museum Administrator)